Listening to the
Community Report Summary

INITIAL LISTENING PHASE | APRIL 4, 2014

Presentation Outline

- CodeNEXT Outreach Team
- About This Report
- What We Heard
- How People Participated
- Outreach & Engagement
- Who Participated
- Report Addendum & Online Resources

CodeNEXT Project Team

Lead Consultant
Opticos Design Inc., an award-winning firm that specializes in context-sensitive codes for vibrant, healthy, sustainable urban places.

National Firms
ECONorthwest
Fregonese Associates Inc.
Kimley-Horn and Associates
Lisa Wise Consulting Inc.
McGuireWoods LLP
Peter J. Park

Local Firms
McCann Adams Studio
Taniguchi Architects
Urban Design Group
Civic Collaboration
Cultural Strategies
Health & Community Strategies
Group Solutions RJW

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About The Report: How To Use It

Report outlines CodeNEXT Listening & Understanding: July 2013 - January 2014

- Presents a summary of what was heard from participants.
- Designed as a transparent and accessible resource and guide.
- Intended to deepen discussion by sharing viewpoints across the community.
- Three parts:

1. Report from CodeNext events and different ways people participated.

2. Addendum which includes interviews and links to on-line input.

3. Online access to a broad array of input from community, professional organizations and City Departments.

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What We Heard

- Compiled thousands of comments from nearly 800 Austin participants.
- Comments were analyzed using a key word identification approach.
- Method identified patterns to identify the main issues, or themes.
- Most frequently mentioned themes are listed here.
- Participant's comments were categorized under the themes that best represented their ideas.
- Themes may not be fully representative of all the key issues or points of view of the community at large.

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What We Heard: Six Key Theme Categories

Affordability

Business Costs

Housing Costs and Diversity

Policies & Incentives for Affordable Housing

Environment/Open Space

Green Building & Infrastructure

Parks & Open Space – includes urban agriculture

Environmental Protection – includes clean air and water, habitat, trees

Neighborhood Characteristics

Historic Preservation

Gentrification

Neighborhood Plans

Social Values – ideals and beliefs such as family-friendly, diverse, inclusive, safe, quiet

Design of Development

Site Design – How buildings are located on a site, access, parking, watershed, drainage, impervious cover limits and landscape

Subdivision Design – includes block length, multi-modal road network, lot types and sizes, open space and trails, connectivity to surrounding areas

Building Form & Design – includes building height, density, design and relation to nearby buildings

Land Uses and Mixed Use – includes the range and combination of uses allowed on a site or in an area

Compatibility – regulations to achieve compatible buildings and developments

Special Agreements – includes incentives, density bonuses, Planned Unit Developments (PUDs)

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What We Heard: Six Key Theme Categories

Transportation

Parking Accessibility– the ease or difficulty of finding a space to park, either on-street or off-street

Traffic Congestion – the ease or difficulty of driving in an area

Bicycling – the ease or difficulty of bicycling in an area

Walkability - the ease or difficultly of walking in an area

Transit – the ease or difficulty of using public transportation

Code Issues

Clarity, Flexibility, Predictability – how understandable and consistent are the rules

Structure and Organization of the Code

Complexity & Usability of the Code

Staff Interpretation & Enforcement – how consistent and coordinated are development reviews, inspections and enforcement

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What We Heard: Listening Session Questions
(September-October 2013)

What I really "like" about the area…

where I live...
- Social Values
- Parks & Open Space
- Environmental Protection
- Walkability
- Land Uses and Mixed Use
- Transit

where I work/go to school...
- Land Uses and Mixed Use
- Walkability
- Parks & Open Space
- Social Values
- Transit
- Bicycling

where here I hang out...
- Land Uses and Mixed Use
- Parks & Open Space
- Social Values
- Walkability
- Environmental Protection
- Bicycling

What I really "don't like" about the area…

where I live... *(lack of, problem with)*
- Social Values
- Land Uses and Mixed Use
- Traffic Congestion
- Walkability
- Housing Cost & Diversity
- Building Form & Design

where I work...
- Traffic Congestion
- Transit
- Walkability
- Parking Accessibility
- Bicycling
- Building Form & Design

where I hang out...
- Traffic Congestion
- Social Values
- Walkability
- Parking Accessibility
- Transit
- Parks & Open Space

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What We Heard: Small Group / Housing Questions

(October 2013-January 2014)

What is it you really like about where you live, work or go to school, and hang out?

- Land Uses and Mixed Use
- Social Values
- Walkability
- Parks & Open Space
- Building Form & Design
- Bicycling

What do you don't like or wish was different about where you live, work or go to school, and hang out?

- Traffic Congestion
- Land Uses and Mixed Use
- Social Values
- Walkability
- Transit
- Housing Cost & Diversity

Based on your previous experiences with the Land Development Code, what are the most important issues to tackle during the code revision process as they relate to household affordability?

- Policies & Incentives for Affordable Housing
- Housing Cost & Diversity
- Structure & Organization of the Code
- Transit
- Site Design
- Social Values

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What We Heard: Other Listening Session Questions

Have you had experience dealing with the Land Development Code?

- 136 responses - 69% had previous experience with the code, 31% of them did not.

Why are you interested in the Land Development Code revision?

- Respondents want the existing code to be improved.
- They want to ensure the new code helps keep Austin affordable.
- They care about Austin and want to improve their city and their quality of life.

What questions do you have about the code and the revision process?

- What is the process of revising a Land Development Code?
- What is wrong with the current Land Development Code?
- What the Land Development Code does NOT do?

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How People Participated

Land Development Code Advisory Group
- 11 members, City Council appointed.
- Contact with 65 group representatives.

In-Depth Interviews
- Conducted August 19-27, 2013.
- One-on-one interviews with a diverse group of 24 Austin residents.

Listening Sessions
- Four events; Bowie High School, Kealing Middle School, Lanier High School September 23-25, 2013, and at St. David's Episcopal Church on October 24.
- An estimated 265 Austin residents representing 32 Austin ZIP codes attended.
- 139 completed surveys.
- Presentations, breakout tables, print and digital maps, Q&A.

Case Studies
- Real-life examples from Austinites who have experience with the Land Development Code.
- Aids in understanding some of the key issues with the Land Development Code.

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How People Participated
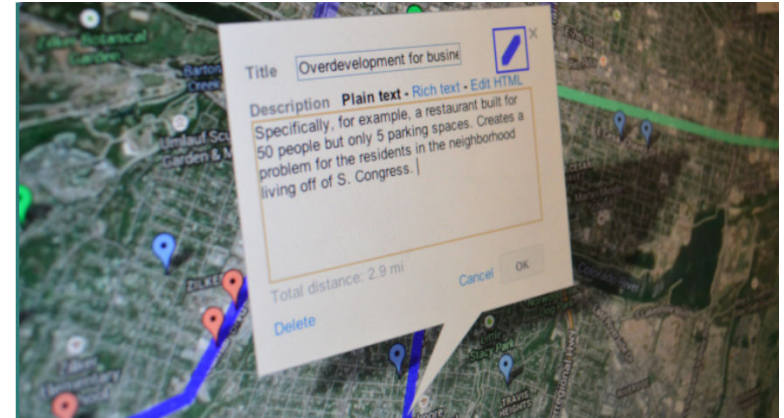
Stakeholder Interviews
- 84 Interviews September 23-25, 2013.
- Groups represented include Neighborhoods, Environmental Preservation, Real Estate & Design Professionals, Business Associations, Nonprofit Organizations, Government Officials & Advisors.

City Staff Input
- City Departments shared their experience with the code and offered recommendations.
- Received over 100 survey responses.
- Interdepartmental Imagine Austin Priority Programs team analyzed the code to identify barriers.

Google Map
- Online Google Map used at Listening Sessions.
- Tool documented comments and concerns about the code with geographic identifiers.
- 60 comments mapped.

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Outreach & Engagement

Imagine Austin Speaker Series

- January 24, 2013 – "Retrofitting Suburban Spaces into Lively Places" presentation

- February 27 & 28, 2013 – "Four Cities. Four Land Development Codes" panel

- May 13, 2013 – "Realistic Imagination – South Shore Central and the Envision Tomorrow Analytic Tool" presentation

- October 15, 2013 – "Best Practices in Development Review: Smoother! Faster! Smarter!" Panels

- November 12, 2013 - "Get on Your Bike and Ride!" Presentation

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Outreach & Engagement

Media Outreach/News Coverage

¡Ahora Sí!
Austin American-Statesman
Austin Business Journal
The Austin Chronicle
Community Impact Newspaper
EDUCA-Austin AISD/Univision
Radio 107.1 FM
El Mundo Newspaper
Keilah Radio 106.5 FM
KVUE-TV
KUT-FM
KEYE-TV
Oak Hill Gazette
NotiHispano/Fiesta Radio 97.1 & 95.1FM
Telemundo Austin
Univision TV

Small Group Meetings
- 24 Small Group Meetings were conducted (September 2013 and January 28, 2014)
- Groups included neighborhoods, minority associations, chambers of commerce and advocacy organizations

Community Ambassadors
- Over 20 have been engaged
- Tasked with promoting participation and leadership activities in traditionally underrepresented communities

Emails/Blogs/Website
- 600 individuals have opted-in to receive CodeNEXT updates

Social Media
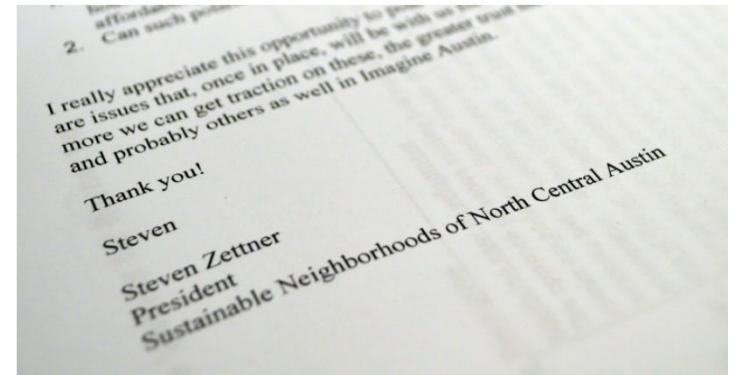- Regular postings on Facebook and Twitter, hash tag #CodeNEXT

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Outreach & Engagement

Community Viewpoints and Community Issue Papers
- Input from organizations, neighborhoods, businesses, or community groups on code issues.
  - Informal working group of members from American Institute of Architects (AIA) - Central Texas Chapter of the Congress for the New Urbanism (CNU) / American Society of Landscape Architects (ASLA)
  - Austin Independent Business Alliance
  - Home Builders Association of Greater Austin
  - HousingWorks Austin
  - Preservation Austin
  - Real Estate Council of Austin (RECA)
  - Sustainable Neighborhoods
  - Urban Land Institute (ULI)
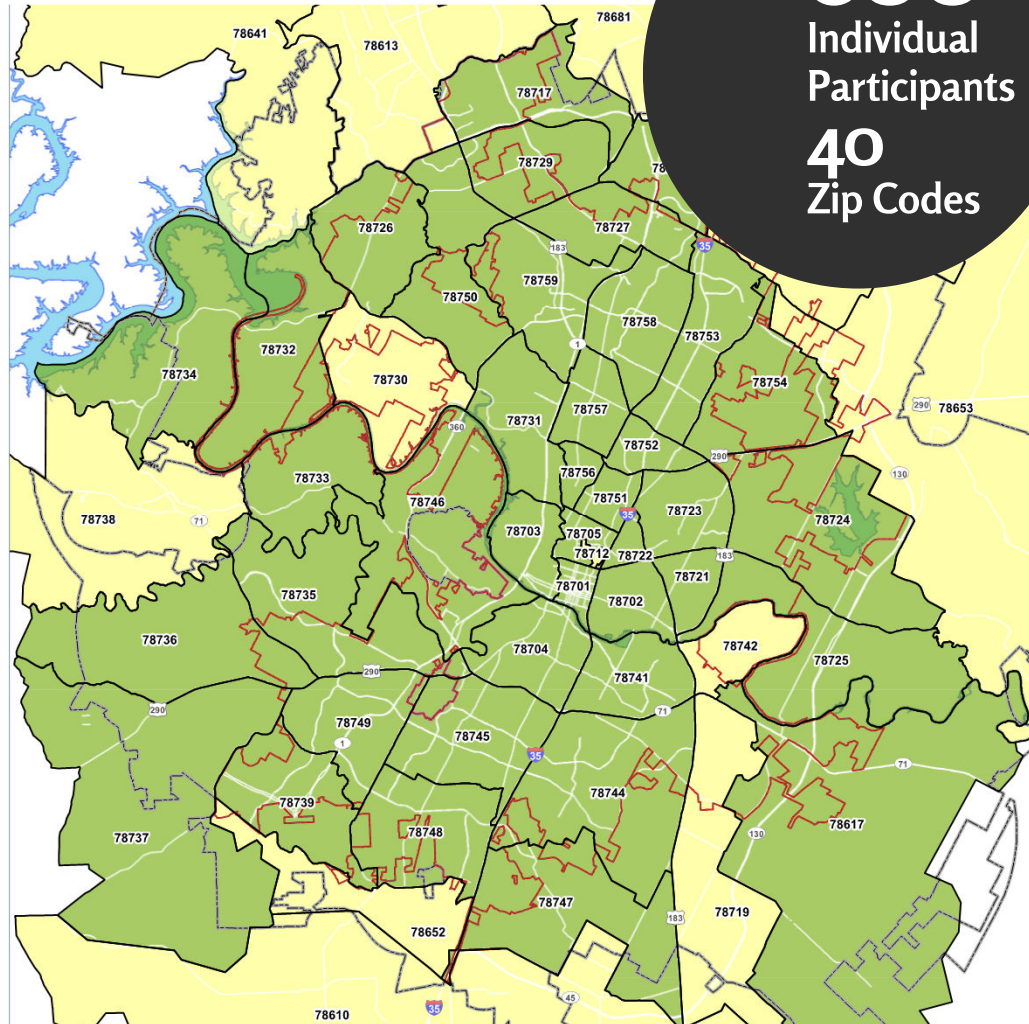
SpeakUp! Austin
- Online portal used to solicit an online discussion on three questions; The Places, The Code, The Questions
- Approximately 24 respondents participated in the discussion.

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Who Participated

- 800 Individual Participants

- 40 Zip Codes Represented

- 24 Small Group Meetings

- 268 people* (33%) filled out the demographic information

Participants were asked to answer a standard set of demographic questions but not all completed that information.

8OO
Individual
Participants
4O
Zip Codes

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Report Addendum & Online Resources

Stakeholder Interview Report
- Prepared by Lisa Wise, CodeNEXT Team
- Interviews with 43 small groups, 83 individuals

Links to CodeNEXT Event Input
- Listening Session Questionnaires, worksheets, maps, and participant profiles
- Creative/Small Business Survey, Household Affordability Survey, Comments from Household Affordability, and combined Small Group meetings
- Google Map/SpeakUP! Austin – online comments

Links to Community Input
- Case study survey responses and emails to City Staff
- Community input: Informal working group of AIA, CNU, ASLA; Austin Neighborhood Council; Sustainable Neighborhoods; Hyde Park Neighborhood Association; RECA; Preservation Austin; Home Builders Association; ULI

Links to City Staff Input
- Interdepartmental Input, Code deficiencies surveys
- Imagine Austin Priority Program Task Teams: Creative Economy, Compact and Connected, Household Affordability, Green Infrastructure, Water Resources

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How To Stay Involved

Stay plugged in at the Imagine Austin Facebook page and at the project website at www.austintexas.gov/codenext

Follow us on:

@ImagineAustin
Use #CodeNEXT

facebook.com/ImagineAustin

City of Austin Contact:

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